

March 24, 2015

Dunellen Downtown Committee Meeting

Attendees:

Ken, Bill, Adam, Heidi, Jason, Peg

Financials – Bill Robins working to obtain updated financials for presentation to committee next month. He provided an estimate of \$4.5K plus in our account. Heidi is to provide Bill with receipts from HarvestFest (marketing expense) for reimbursement – still pending.

NJ Transit Brooklet – Jason and Bill Robins redrafted, included more reference to arts initiatives and will include a cover letter from the mayor and reference to the NJ Transit committee. Committee agreed to \$175 to reimburse artist for work on pamphlet. Committee voted and agreed to spend \$1,400 to print \$1,000 brochures, 8 ½ x 11. Initial quote is \$1,360 plus shipping, but we believe shipping will be free. Committee voted to approve – pending with artist to finalize before it goes to print.

HarvestFest 2014 – was very successful, committed agreed to same pricing on tables, \$30/table, no discount for 2 tables, \$150 for food vendors, no early bird discount for food vendors, non-food vendors can take advantage of \$20 early bird discount through May 30 registration. Suggest continued exclusivity for vendors. First come, first claim on exclusive for that product/service. Heidi suggested only locally owned business for non-craft type, i.e., gutter helmet, insulation/siding companies. Committee agreed. Heidi to update vendor contracts for HarvestFest. No new actions.

Farmer's Market - Maria investigated requirements for a Farmer's Market at the south side of the train station, towards Washington Avenue in Dunellen. Maria received approval from the Parking authority. Requirements include insurance, potentially a certificate of insurance/assignment from parking authority, vendor contracts. Bill Robins agreed to help coordinate with the Health inspector to support approval of the Farmer's market. Maria suggested inclusion of non-profits in Farmers Market, i.e., Girl Scouts. Timing discussed – June through mid-October. Committee voted unanimously for Jersey Fresh association, which has specific guidelines, i.e., made on premises. Maria has had preliminary conversations with Rocco Wraps, Dunellen Bagel, who would all qualify under Jersey Fresh guidelines. Farmer's Market set up requires an overseer or Market Manager be present weekly from 8 a.m. to 1p.m. Team suggested rotated staffing assignments for the first year, then potentially contracting with someone as the Market Manager. Heidi suggested at least one of the vendors be organic. All agreed. To date, we have determined interest, selected site, have an area for the trucks, know the # of months, day of sale. Pending items: fee schedule for rental, contracts, publicity. Heidi drafting logo for market. Maria not able to attend this month, so no new action.

Dunellen Downtown Committee Publicity – discussed pricing out pop up booth and hanging poster, for Dunellen Downtown Committee presence, to be used at Farmer's Market, HarvestFest, Rotary Car show, Street Fair, and other venues. Heidi received pricing of \$45 for a 6 foot banner. Committee approved, Heidi to order. Jason to investigate pop up booth costs.

Rotary Car Show - June 14 – will expand this year to include vendor tables. Discussed Dunellen Downtown committee presence and agreed that there would be no direct fundraising, potentially presence only for Committee to hand out new Dunellen pamphlets or HarvestFest leaflets.

Welcome booklet – Bill Robins to draft a welcome letter from the mayor – welcoming new businesses into the town of Dunellen. Also to draft a letter to welcome new retailers to Dunellen. Pending with Bill.

September – Street Fair – historically this event was a fundraiser for NJ Transit committee, minimal success last year. Discussed face painting – as it was least expensive and yielded the most revenue. Jason to follow up with Cicci. Bill Robins to investigate Velcro balls/targets.

Taste of Dunellen – held at Middlesex Elks. Dunellen and Middlesex vendors participated. Very well received, raised \$4K. Need larger venue for next year – discussed possibly the High School.

Beautification of Dunellen:

Grant request – to extend the lampposts up Washington Avenue, was approved but put on hold, due to bridges in NJ which require attention. Discussed baskets for spring at the corner of Washington and Madison. Peg will go back to earlier notes and price out, look at dimensions.

Next meeting – scheduled for April 22, 2015, 6:30 pm.

Annex.